

Vol. 14, No. 1

TAMPA, FLORIDA, JANUARY, 1933

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You Cannot Know Too Much

About the business of operating your grove or of handling your fruit. The Citrus Industry presents the most complete analysis of this field each month that is available to you.

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ARE YOU PROFIT-SHACKLED BY THE USE OF CHEAP FERTILIZERS?



WHEN you buy fertilizer you do so in the hope of making a profit from your crops. Your costs are always certain; you know how much you are going to spend. Returns are speculative; sometimes you make a good profit and again not so good. Quality fruit usually determines your returns and quality fertilizer usually determines the quality of your crop.

The fertilizer you buy must be worth your time and money. Blind bargains in fertilizer usually exact a final payment in reduced quality. Today's economic conditions make this particularly true. This is a market in which you can't afford to take chances. It is a time when your trees need the nourishment that Ideal Fertilizers can supply. For downright money's worth you will want in fertilizer for your Spring application just what Ideal Fertilizers have to of-

fer—and you don't have to base your selection of a brand on looks—you can rely on their reputation.

Naturally, you want the time-tested value of Ideal Fertilizers for your Spring application this year. You will want to use a fertilizer that will prove profitable through bad years as well as the good. In this respect, you can rely on Ideal Fertilizers, for they have no equal. And this is by no means just an assertion. It is the experienced conclusion of growers throughout the entire state—is proved by the fact that more Ideal Fertilizers are used in Florida than any other brand. In selecting an Ideal Brand you know you are not shackled by the use of cheap fertilizers. Cash in on the true economy of their use. Consult our field representatives or write us direct. Send for a copy of our new Spring Booklet today. Wilson & Toomer Fertilizer Company, Jacksonville, Florida.



In Ideal Fertilizers you can be assured of a liberal use of Genuine Peruvian Bird Guano. When you want Bird Guano, demand Genuine Peruvian. Do not accept substitutes. An ample supply of Genuine Peruvian Bird Guano is now available and at a price which is lower than at any time during the past twenty years.

M O S T V A L U E P E R D O L L A R

I D E A L F E R T I L I Z E R S

Florida Agricultural Research Institute

Statement By C. T. MELVIN, President

After several months of preparation, the Florida Agricultural Research Institute was finally incorporated on December 27th, 1932. The companies composing the membership at the present time are as follows:

West Coast Fertilizer Co., Tampa, Fla., E. H. Folk, Vice Pres.

American Agricultural Chemical Co., New York, Florida Headquarters at Pierce, Polk County, W. C. Johnson, Mgr.

Wilson & Toomer Fertilizer Co., Jacksonville, Fla., Bayless W. Haynes, President.

International Agricultural Corp., New York, Florida headquarters at Mulberry, John B. Dye, Mgr.

Armour Fertilizer Works, Atlanta, Ga., Florida headquarters at Jacksonville, Fred Coffee, Mgr.

Virginiacarolina Chemical Co., Richmond, Va., Florida headquarters at Jacksonville, John Burke, Mgr.

Nitrate Agencies company, New York, Florida headquarters at Jacksonville, Walter Klee, Mgr.

Trueman Fertilizer Company, Jacksonville, Fla., Ray B. Trueman, President.

Swift & Company, Fertilizer Works, Chicago, Ill., headquarters in Atlanta, Ga., Walter Cooper, Division Manager.

Lyons Fertilizer Company, Tampa, Fla., W. L. Waring, Jr., Gen. Mgr.

The Gulf Fertilizer Company, Tampa, Fla., C. T. Melvin, Vice Pres.

The above companies represent a little better than 75% of the regular fertilizer tonnage in Florida.

The Board of Directors for the first years are:

W. L. Waring, Jr.

Fred Coffee

W. C. Johnson

Bayless W. Haynes

Ray B. Trueman

John Burke

C. T. Melvin

The officers for the first year are:

C. T. Melvin, President.

Bayless W. Haynes, Vice-President.

W. C. Johnson, Secretary

John Burke, Treasurer

The Charter provides that the office shall be located in Tampa, but it was voted by the Board of Directors to have the operating office in Winter Haven, Fla.

Mr. Frank Holland, of Bartow, Fla., for many years County Agent

of Polk County, has been elected Director, and he will assume his office as of February, 1st, 1933. It was necessary for him to give ample notice to the county commissioners and to the University so that they can replace him. He is also at the present time busily engaged in preparing the exhibits for Polk County at the Tampa and Winter Haven fairs. Mr. Holland has had many years of technical and practical experience in all Florida crops and agricultural problems. In addition to this he writes and speaks unusually well.

Associated with Mr. Holland will be Mr. R. P. Thornton, as consulting chemist for the Institute. Mr. Thornton is President of the Thornton Laboratories of Tampa. His association with the Institute will occupy only part of his time and he will continue his regular business connection. Mr. Thornton is considered to be one of the foremost fertilizer and agricultural chemists in the South and in the past few years he has devoted much time to fertilizer and soil research work. Mr. Holland and Mr. Thornton will collaborate in their work and the combination seems to be an ideal one.

The object and purposes of the Institute as contained in the Charter are as follows:

To obtain, develop, compile and publish scientific and practical information regarding all forms of plant foods, their application to crops of all kinds, cultural practices and everything pertaining to good husbandry, to the end that better crops can be raised with greater economy to the grower, and that plant foods may be used with greater intelligence.

The Institute, by its Charter and By-Laws, is especially charged to cooperate with the National Fertilizer Association and with other institutions or groups whose purposes are to carry dependable information to the grower for more profitable crop production.

It is considered by those who are sponsoring this movement, which will involve considerable expense, that this is the most forward effort yet undertaken. During the last few years many new materials have come upon the market. Various theories for fertilization and cultivation have likewise been presented to the pub-

lic. The result has been a considerable confusion. The purpose of the Institute is to place in the hands of the grower by publication and by public meetings dependable advice and information of a scientific nature but in a practical manner. Only well tried recommendations will be presented. The Institute will gather data from all available sources towards the end that the most dependable and economic advice can be given to the grower.

The affairs of the Institute will be in the hands of the Board of Directors and the individual ideas of no one person will dominate. The Board of Directors will as quickly as possible formulate a plan of procedure and map out its technical program in cooperation with Mr. Holland and Mr. Thornton.

It is to be distinctly understood that the purpose of the Institute is to get at the facts regarding fertilization and to present these facts to the grower in the simplest manner possible. The Institute starts with the determination to develop the truth but its activities will not be directed against any other sources of agricultural information. It is the hope that a fine degree of cooperation can be built up between the numerous and various educational agencies.

The members constituting this Institute are contributing their money and energy to this work for the benefit of the whole industry and none of its members desire any prominence in connection with this work. We hope to make this Institute a thing of real value to agriculture in Florida.

As quickly as a definite program has been worked out, this information will be given to the Press. While Mr. Holland does not come with us until February 1st, organization work will proceed so that if possible the organization will be in complete running order when he does come.

It is again stated that the emphatic purpose of the Institute is to cooperate fully with all agencies of similar nature. A great effort will be made to avoid friction or controversy. The Institute is particularly desirous of cooperating fully with state and federal agencies.

A few rows of sweet corn or cowpeas in tomato fields will act as a trap-crop for worms.



Left, Mr. C. W. Whittle of Clearwater. Above, Mr. Whittle in his remarkable grove.

How Old Are These Trees?

Look at the Marsh Seedless grapefruit grove pictured above and then guess the age of the trees.

Experienced growers have guessed 6 years and many say 7. But let Mr. C. W. Whittle of Clearwater give the facts. It's his grove and he is justly proud of it. He writes: "That picture shows me in my young grove and I believe, considering their age, that those trees are the best Marsh Seedless trees in this County. They are only 4½ years old and bearing their second crop. Last year when they were 3½ years old they produced an average of 1½ boxes per tree, with some trees carrying as much as 3 boxes. The quality of the fruit was a real surprise to the buyer, too, but he was more surprised to learn that the trees were only 3½ years old, and on lemon roots."

"As you know this grove was brought up on Agrico for Citrus, and believe me, that *something extra* in your Agrico certainly does *something extra* in growing young trees. Each growing season they have consistently put on new growth and leaves and

today they look like 7-year olds. Agrico has sure helped me out. I never got trees like these before."

(Signed) C. W. Whittle, Clearwater, December 3, 1932.

How many growers lose time and money waiting for trees to mature? And isn't that waiting time the most trying time of all? Yes, and it's the most important, too. Feed your trees properly in the early days and they'll not only produce better fruit later but they will produce it a whole lot sooner. This record-breaking grove of Marsh Seedless grapefruit was brought up entirely on Agrico.

Remember, in addition to the usual nitrogen, phosphorus and potash carried in ordinary fertilizers, Agrico contains new, health-giving plant food elements that have long been needed. These extra plant foods mean extra crop-producing power. So why not try Agrico on at least a part of your next application and see the difference it can make.

* * *

Recently completed Florida experiments covering a period of 5 years prove again the superior value of so-called "old type" fertilizers. The yield and quality of the fruit grown with old type fertilizers was not only 6 per cent better but it also withstood more pressure without crushing than did the fruit grown with concentrated chemical mixtures. You can appreciate the importance of these results. Too often growers endanger their whole year's crop by shifting to this or that scheme of fertilization without due consideration. Caution should be followed.

HORACE BOWKER, President



The AMERICAN AGRICULTURAL CHEMICAL CO.
Makers of BRADLEY'S, BOWKER'S and AGRICO Fertilizers
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Citrus Industry
 EXCLUSIVE SPECIALIZED CITRUS
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Representative of every interest
 Representing no special interest

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The Florida Orange Festival

By RUSSELL N. HAAS

ASSOCIATE EDITOR, WINTER HAVEN DAILY CHIEF

When the fifth annual Florida Orange Festival is held in Winter Haven from January 24 to 28, 1933, it will mark the ninth citrus exposition to be observed in the "Citrus Capital of Florida"—a record of steady progress and achievement that has made the festival the second largest fair in the state of Florida. The Florida Orange Festival is the successor to the Polk County Orange Festival, an organization formed in 1923 as the result of efforts put forth by the Chamber of Commerce for the sole purpose of advertising the citrus industry and interesting tourists and winter residents more fully in the growing of oranges and grapefruit.

The history of the orange festival is both interesting and instructive, for it reveals the growth of an idea that has been an important factor in shaping policies of the citrus industry the past several years. While it started as a local or a county project, it has, within the past five years, progressed to the point where it is recognized as one of the outstanding statewide institutions that appeals to growers, shippers, business organizations and communities, not only in the 32 citrus counties of Florida, but in other parts of the state as well, while its part in advertising the state throughout the entire nation, in Canada and foreign lands, is recognized and acknowledged. In short, the Florida Orange Festival has become one of

the chief mediums through which Florida annually receives much favorable publicity and has been the means of attracting hundreds and even thousands of tourists to the state.

It was at a meeting of the local Chamber of Commerce in 1923 that the plan of an "orange festival" or citrus exposition was first advanced. Winter Haven commerce leaders saw the possibilities of such an enterprise and organized an association which resulted in the staging of the first Polk County Orange Festival here late in January 1924. A three day event was responsible for bringing an attendance of 10,000. So successful was the event that plans were carried forward during 1924 for a second festival, and this also was held late in January of the following year, with an attendance estimated at 15,000 or more. With the coming of 1926, the community was in the throes of the celebrated "Boom" and the festival was abandoned for the time being, but this mistake was rectified in January 1927 when the third festival was held, and the attendance was estimated at 20,000 or better. The fourth Polk County festival followed on January 25 to 28 (four days) in 1928, and it was at a citrus growers meeting on the 27th of the month that the movement was started which shortly grew into the Florida Citrus Growers Clearing House Association.

The success of the earlier Polk

county festivals was due to the unselfish and willing service rendered by Winter Haven business and civic leaders, who gave of their time and talent unstintingly to its promotion. Special credit must be given to Frank J. Senn, for three years its manager, for the capable manner in which he put across the thought and the actual directing of the Polk county festival. In its fourth year, the festival was managed by August Fischer recreational director of this city.

Following the 1928 festival, local business men, many of whom had served as committee chairmen and directors of the Polk county festival, saw that if the enterprise was to succeed and grow with the years it must be broadened in its scope and made a statewide association, capable of attracting the support and cooperation of citrus growers and shippers beyond the bounds of Polk county. Up to this time only shippers in the Winter Haven section had taken booths at the several festivals, and no festival had ever had more than a dozen such displays to appeal to the tourist visitor. To remedy this situation, a meeting was called early in April 1928, at which time the board of directors was greatly enlarged, with 15 Winter Haven men and ten others from Polk and neighboring citrus counties comprising its personnel, and J. B. Guthrie of Winter Haven was elected full time man-

(Continued on page 8)

Where Has The Cull Pile Gone?

By FRANK KAY ANDERSON

A good many years ago, when the Florida Citrus Exchange was a young and struggling institution, there was circulated to the fruit trade in the North a large-size and rather ambitious booklet depicting its operations. Among other large illustrations there were several of the interior of the then most modern citrus packing houses in the state belonging to that organization. And prominently displayed over the grading tables in each instance was a large sign that all might read, bearing the legend: "Every Doubtful Orange Is A Cull".

That was the then slogan of the cooperative shipping organization, and of many of the progressive independent shipping concerns. Florida went out of its way to assure those who bought its fruit that each doubtful individual orange and grapefruit was sidetracked at the packing house. The practice was designed to serve two purposes. Firstly, to allow none but sound and desirable fruit to go forward, thereby building confidence upon the part of trade and consumers. Secondly, to leave here in Florida the weak and undesirable fruit, thereby saving the payment of freight charges thereon, and taking it out of competition in the markets with the good fruit.

From about that time until fairly recently the cull pile has been an important and significant feature at every Florida citrus packing house, large or small. In truth it was the cull pile which inspired the research which led to the development of Florida's canned grapefruit industry, and investigation and development of such other by-product activities as have proven practicable. Despite these developments the overflowing cull piles have in many years, and some fairly recent ones, led to public discussions and even legal proceedings, as some packing houses offended nearby towns and individuals by failing to dispose of their overflowing piles of culps in a sanitary and inoffensive fashion.

In some years, when Nature failed to mold the maturing citrus crop along lines to meet the commercial requirements, the cull pile at many packing houses was a veritable monument and the high ideals of the shipping concern involved. In other years it might be fairly inconspicuous in the operations, but never was it negligible either in size or importance.

Now! Where has the cull pile gone?

Get out and ride about over the citrus areas. Pause and look about in the vicinity of some of those packing houses where memory indicates the presence in the past of a huge cull pile, and a flow of vehicles therefrom to some distant spot where the overplus was being disposed of inconspicuously.

The significant item of this season's operations is that in most places the cull pile just aint there. There may be a puny, puny little accumulation of culps, perhaps indicating the continuation in a feeble way of the habit of maintaining a cull pile. But it just doesn't rate as a cull pile at all. Not the sort of a thing we have previously denominated a cull pile.

And why?

This is a season where Nature has been noticeably lax in failing to produce fruit of certain sorts and varieties up to the normal commercial specifications for such fruit. One would be warranted in expecting to find in each location a cull pile of imposing size and importance. But it isn't there.

The answer is that the cull pile has gone North.

Along with the fancy fruit, the good fruit and the mediocre fruit, the culps have traveled northward. The culps have gone into the hands of the fruit trade and the consuming public; and in most cases in full competition with the fruit of commercial grades. If the result has not been to lower the standards and the market prices for all Florida citrus fruits then the teaching of experience over a period of many years was all wrong. Either our thinking, and marketing practices, for a long time were all wrong, or they are all wrong now. Either we were all wet then, or we are thoroughly moist at present.

Of course, these are exceptional times. Everything is different, and some things are even more different than others. That may explain it.

Once upon a time we lived in a hotel. Right across the hall lived a gentleman who was general manager of perhaps the country's largest plumbing manufacturing concern. We shall never forget the handsomely illuminated and very artistic motto which in a large, heavy frame

hung from the wall of his sitting room. It read thus: "Every Time You Take A Drink Things Look Different".

In the last couple of years we have frequently thought of that legend; and its truthfulness has been brought home strongly. Though in these days of the Eighteenth Amendment and sundry and various other complicating influences one doesn't even have to take a drink for things to be different.

But to get back to cull pile, or the search for the cull pile's whereabouts. We do not want to place the blame for the disappearance of the cull pile upon the motor trucks; but there is self-evidently some connection between the growing practice of sending the Florida citrus crop forward by motor truck and the diminution and attrition of the familiar cull pile at the packing house.

Last season the disappearance of the cull pile began, and was, in the instance of some packing houses, fairly complete. This season it is becoming fairly complete in many, many places. Generally unanimous, it might be said.

Thanks to the Green Fruit Inspection we have very accurate figures concerning the movement of fruit by trucks during the period that inspection is in effect. To the time this inspection ceased last season approximately eleven per cent of the crop to move up to that time had gone forward by motor truck. This season to the same date more than fourteen per cent of the crop had moved by truck, and during the extension of the inspection period to December 20 this fourteen per cent had not only held firm but had increased slightly. This occurred despite certain reductions in freight rates by the rail carriers to territory in the South, and combined reductions by rail and water carriers to points along the seaboard, where last season the trucks played a big part in distribution of the crop. Evidently the trucks played a big part in distribution of the crop. Evidently the trucks as yet have not been handicapped seriously by competing transportation, else the volume of fruit movement by trucks would not have increased by more than twenty-five per cent over last year.

That, it might be said, is not the concern of this particular writing.

We are on the trail of the vanishing, or vanished, cull pile at this time. Yet the two subjects are so interwoven as practically to be inseparable.

The history of the "unloads" of carload shipments of Florida citrus fruits in various markets affords interesting study. If we take such figures covering last year's shipments and compare them with those of previous years, it would be easy to jump at the erroneous conclusion that many of our time honored smaller markets have just disappeared. Over the South it is, of course, easy to conclude that the failure to show such "unloads" indicates that the fruit for those markets was supplied via motor trucks. But get a long way North. What has become of such well known smaller markets as Harrisburg, Scranton, Albany, and a whole host of others which might be cited? For instance, Harrisburg long has been one of the most thoroughly established Florida citrus markets. Approximately three hundred carloads of Florida oranges, grapefruit and tangerines each season were required to supply the demands of the consuming public there. In parenthesis, Frank Skelly and Charley Price both came into the Florida citrus business from being Harrisburg handlers. Now, last season the "unloads" of Florida citrus fruits in Harrisburg by the rail lines totaled 67 carloads. From all indications Harrisburg consumers last season accounted for a fairly normal consumption of Florida citrus fruits, the answer then is that the Harrisburg market has not fallen off to any such marked extent, it may even have increased for all we can tell, but the bulk of the fruit arriving in Harrisburg arrived by motor truck. The same thing will be found to be true in a large number of other markets where the rail "unloads" show similar marked decreases.

Of course, the fruit arriving in Harrisburg by truck did not all of it travel all the way from Florida by that form of transportation. A good bit, the larger part undoubtedly, came from New York, Philadelphia and other more nearby points.

Wholesale dealers in these smaller, once upon a time F. O. B. markets, now find it more practicable to buy their requirements in relatively small lots from a constant stream of trucks than to purchase F. O. B. Florida in carload lots. In fact, they are forced to do so by the habit of many truckers of hawking their supplies direct to the doors or the retail trade, and further the brakes are applied to the retailers by a continuing, though lesser, number of trucks selling direct to the consuming public.

THE CITRUS INDUSTRY

It is a continuing chain of circumstances, all new and all different from those to which we had become accustomed; and the effect is in part to revolutionize our Florida citrus marketing operations. Given continuity over a period of years, who can tell what effect these growing practices, if they continue to grow, will exert upon the actual business of citrus producing as well. Already the groves in the more northern sections of the citrus producing areas of Florida are evidencing important advantages over those further down the state or more remote from the regularly traveled arteries of truck transportation.

Are the trucks here to stay, as a first factor in the transportation and distribution of Florida citrus fruits? Frankly, we do not know. The question is too large, and too deep, for this writer to feel qualified to answer with any degree of positiveness. There does seem reason to believe that if the sleeping giants of the steel rails ever come fully awake and actively competitive, the trucks may slip back into a negligible position as transportation factors. It has not yet been proven that the railroads cannot sell transportation as cheaply, or cheaper, than the trucks and still make money for themselves. Until it has been tried, the big question cannot be answered.

But the trucks were here last season; and the trucks are with us this season. By reason of that fact we are doing business under relatively new, and as yet generally unanalyzed conditions; and somehow in the process the cull pile has to all practical intents and purposes disappeared from Florida to travel northward into the hands of the fruit trade upon which normally we depend for the handling of our crop, and into the hands of the consumers upon whom we are accustomed to depend for its consumption.

The operation of our citrus packing houses in preparing our fruit for the markets by placing it in standard containers for transportation by rail

and boat was something which developed gradually over a period of more than a hundred years. Compared to the present hectic operations of loading trucks it was fairly deliberate, and thoughtfully considered. Now, the trucks are here. They want fruit. They have the one thing most desired and most needed by those in Florida concerned with the production of that fruit. They have very real cash to turn over in exchange for the fruit they take. They are in a hurry; and that causes us to hurry. For the sooner their demands can be satisfied the sooner the cash will change hands.

And at all the truck loading places, whether at platforms or out in the groves, confusion is worse than confounded. The old ideas and the old ideals are lost sight of. Marketing experiences and marketing slogans are forgotten. It is quick cash or nothing, and the devil right on the tail of the hindmost.

Take a look at those truck loads, however, at almost any loading place, or at many of the stopping places en route; and there you find the answer as to where the cull pile has gone, and is going.

Now we have, for these days and times, a fairly short crop of Florida citrus fruits. The failure to date of that crop to produce better revenues for all concerned, bearing in mind that the wholesale and the retail fruit trade all over the country is in this respect suffering along with the producers of the crop, is due to three things undoubtedly. Firstly, to the restricted buying power of consumers due to the general economic situation. Secondly, to narrowed distribution into territory no longer adequate to absorb the big Florida crops of the present day; and, Thirdly, to the disappearance of the cull pile from the Florida packing house and its appearance in the markets in competition with that fruit heretofore deemed to be of commercial grade.

That leaves us with a good deal to think about.

IRRIGATION

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THE CAMERON & BARKLEY CO.

Tampa, Florida
67 Years of Service

The South Florida Fair

As usual, the South Florida Fair to be held in Tampa, January 31 to 11, will partake largely of the nature of a citrus exhibition. While all the material features of Florida agriculture and commerce will be represented, citrus will hold the outstanding position as it does in the material development and achievement of the state. Practically every citrus producing county of Florida will have magnificent exhibits of citrus fruits and keen rivalry in this department is assured.

Cuba Will Be Represented

Cuba is to be represented at the Fair with a mammoth exhibit of agricultural and industrial products as the result of negotiations just completed whereby Rotary clubs on the island will sponsor a pretentious international exhibition.

February 1st, the second day of the big fair, has been designated Cuban day when Rotarians, manufacturers, industrialists, agriculturists and government officials will be the guests of honor. A special excursion from Havana has been arranged for the occasion.

The exhibition now planned marks

the first time that Cuba has scheduled extensive participation in an American exposition. Interests back of the exhibition plans includes an alliance of business organizations that represent all industrial, agricultural and governmental interests.

In Tampa, home of thousands of Cuban and Spanish people, plans have already been launched for a series of special festivals and entertainments that will make Cuban day, February 1, one of the biggest of the 11 day fair.

Depression No Bar To Success

That the annual South Florida Fair and Gasparilla Carnival will not feel the general depression that has wrecked hundreds of fairs during the last year was indicated today when P. T. Streider made his preliminary report to the board of directors showing contracted exhibits and concessions far exceeding previous years for so early a date.

Reduced railroad rates from 28 states, issued to the fair, practically insures an attendance equal in the high marks set in previous years.

Exhibits of Wild Fowl

Natural intelligence brings migra-

tory fowl and tourists to Florida each winter and while the latter have always aided in bringing the attendance of the South Florida Fair above the 400,000 mark, 1933 will find the former figuring heavily among the exhibits.

Davis and Gist, McIntosh wild fowl specialists, have entered hundreds of specimens, including twenty varieties of wild ducks to aid in making up the most pretentious display of the kind ever attempted in Florida. Coupled with the exhibitors' displays will be the permanent aviary established by the South Florida Fair two years ago and now considered one of the best in the south.

Specie entered by Davis and Gist will include wood duck, mandarin, canvas back, red head, gadwall, American widgeon, Florida duck, Texas mottled, black duck, mallard, blue wing teal, green wing, cinnamon teal, formosan, decoys, ring necks, blue cackling geese, European mated bill, scaup, pin tail, Canadian and swan and lady amherst, golden, ring nek, mongolian and silver pheasants.

FLORIDA ORANGE FESTIVAL

(Continued from page 5)

ager. O. C. Owen of Winter Haven was named president, but after a brief tenure of office Mr. Owen resigned and John F. May, one of Winter Haven's leading citrus growers and for three years (1923-26) president of the Chamber of Commerce, succeeded to the presidency which he still holds, Judge Allen E. Walker became vice-president, Jay Stull secretary and W. D. Gray, treasurer, and all these officials, prominent in Winter Haven's business and professional life, continue to serve to the present time. At the same time, an executive committee of nine members was selected, this board passing on the details of the association's activities from year to year.

With Mr. Guthrie devoting full time to the festival activities, the name was changed to "Florida Orange Festival" and the first statewide exposition was held the last week in January 1929. The five day event attracted an attendance of over 49,400 an unprecedented record for a fair in a town as small as Winter Haven. The citrus exhibits increased to more than half a hundred and other booth displays excelled in proportion those of previous festivals.

The festival proved a big success in every way and spurred the organization on to renewed efforts during that year to make the 1930 event an even greater success.

The 1930 festival saw bigger and better citrus exhibits and more extensive presentations by county and state citrus and agricultural organizations, and the attendance went to 61,300. This festival paid its own way (with the help derived from generous donations from the city of Winter Haven, the Florida Citrus Exchange and the clearing house), and also paid a small deficit from the 1929 festival, making a financial as well as an industrial success. Ex-President Coolidge was an honored guest one day of the festival.

In 1931, the festival showed a gain of over 13 per cent in attendance when it reached 69,320, an average of nearly 14,000 daily. The exhibits maintained their high standard of former years, and, despite the effects of nationwide depression then becoming increasingly apparent in Florida, the festival was able to maintain itself and show a substantial margin which was devoted to promotion work on the 1932 exposition.

The 1932 festival proved a real test for it came at a time when the

economic slump had become most pronounced in Florida and when organizations which had formerly donated to the association from their advertising budgets were compelled to withhold such support for the time being. But while the budget was cut from \$29,000 to \$21,000 in one year, the association was managed in such an able and businesslike manner that it staged what is generally conceded to have been the best of all festivals from the standpoint of attendance and booth exhibits, all this in face of unparalleled difficulties and at a time when other fairs were reporting decreased attendance and deficits mounting into the thousands of dollars. The attendance contrary to expectations, showed an increase instead of a decrease and reached the unprecedented figure of 70,300, an average of more than 14,000 a day.

This, briefly, is the history of the orange festival down to the present moment, when plans are being completed for the staging of the fifth annual event, January 24 to 28, on the festival site in Winter Haven. The 1933 fair will again occupy large temporary buildings on Third street Northwest, where the events have been held since January 1929, amid

a setting of orange trees that add a touch of realism to the festival and prove a great attraction to out-of-the-state visitors. The exhibition halls are under construction and will be completed by January 10, allowing exhibitors two full weeks to place their displays before the opening of the festival. The first large hall, with space sufficient for 50 ten-foot booths, will be devoted entirely to citrus displays, while the second and third halls will contain displays of citrus by-products, the allied industries and various commercial booths. Beyond these buildings there will be plenty of space for state and federal agricultural exhibits and several long blocks forming a midway for the five-day exposition. In addition there will be many free acts each day and other entertainment which, along with the citrus and commercial exhibits, will occupy every minute of the visitor's time from the time he enters until he leaves the grounds. For the festival aims to combine citrus education with general recreation and entertainment for young and old, and the commendation of thousands in the past indicates that it succeeds admirably in this purpose.

FRENCH SHIP TAKES EXPORT FRUIT DIRECT

A feature of the season's citrus export movement was the loading at Tampa on December 4 of the French Line steamer San Jose with part cargo of Florida grapefruit for the British Isles and for France via the ports of Southampton and Havre.

The San Jose, operating between Galveston and Harve, was stopped at Tampa for citrus cargo engaged ahead, the participation of this well known steamship line in the movement of Florida export fruit being indicative of the increasing interest of trans-Atlantic carriers in this movement.

The space available to Florida shippers upon the ship in question was not large, however, only approximately 3,600 boxes. Of this something more than two-thirds was engaged and filled with Blue Goose Florida grapefruit supplied by the American Fruit Growers Inc.

DAIRYMEN MAKE SAVINGS

Jacksonville, Fla. — Dairymen in Duval County who used silage during November saved \$15 per day by so doing, reports County Agent A. S. Lawton. He also presented figures to show that \$4 per day was saved by those using winter grazing crops.

Use Citrus To Combat Influenza

Tamua, Fla., Jan. 14—The Florida citrus advertising campaign has been changed to present the value of Florida citrus in the prevention and cure of the wide-spread influenza epidemic throughout the North, according to a statement made by Mr. C. C. Commander, general manager of the Florida Citrus Exchange, yesterday. Both the radio and newspaper copy of the campaign have been re-designed to use this advantageous appeal to Northern consumers.

"It is interesting to note the flexibility with which the large Florida citrus campaign can and has been handled by the committee in charge of its execution", said Mr. Commander. "Since I am not chairman of that committee, I can properly make the statement about the excellent work which has been done and give proper and due credit to Mr. R. B. Woolfolk for his excellent offices in this respect as chairman of the committee.

"When our advertising agencies advised that the influenza scourge was reaching epidemic proportions throughout the North, our check up on the condition revealed that it had gained sufficient headway to make timely and advantageous use of the situation for Florida fruit. We have even had wires from various newspapers in certain markets requesting Florida growers to advise and educate the people in their communities of the value of the use of citrus in the disease. When a newspaper recognizes and is willing to publicize in asking for help the spread of the disease in its own market, we may be assured that the epidemic is serious.

"The Florida citrus campaign already appearing throughout markets East of the Mississippi River in both radio and newspaper form offered the industry an opportune means of converting this Northern distress into an advantage for Florida growers and for those suffering or exposed to the disease.

"The value of Florida citrus, particularly grapefruit, in the prevention and cure of influenza has been known since the very excellent work of the late Dr. William A. MacKenzie, who used grapefruit and soda exclusively in the treatment of hundreds of patients during the serious epidemic shortly following the World War", continued Mr. Commander. "The cures effected by Mr. MacKenzie at that time proved conclusively the value of the consistent use of Florida

grapefruit for that purpose.

"There is a fund of information which has been developed since that time and which can be incorporated very satisfactorily in the existing campaign. This is being done by an over-night revision of the newspaper and radio copy which is appearing on regular schedules throughout the North.

"This situation should provide a source of eminent satisfaction to Florida citrus growers in the knowledge that their campaign is being handled in such a manner as to take advantage of a situation of this character. The campaign large as it is, will present immediately and forcefully this sales advantage to millions of families in these afflicted areas. There cannot help but be a favorable reaction to the industry.

"The newspaper advertising of the campaign, concentrated as it is in the ten largest and most densely populated markets of the country and appearing in such size as to dominate the attention of every newspaper reader, will put that story across. This newspaper campaign is supplemented by radio broadcasts daily over about thirty stations east of the Mississippi, including such nationally prominent and well audited units as WLW of Cincinnati, KDKA of Pittsburgh, WOR of Newark, and others.

"The entire procedure in this respect definitely proves the advantage of flexibility and concentrated dominance in a Florida citrus campaign", concluded Mr. Commander.

TOBACCO GROWERS MEET

Live Oak, Fla.—One hundred and fifty Florida tobacco growers recently met here for conference with workers with the Florida Agricultural Extension Service. Extension workers who attended a recent regional outlook conference in Atlanta explained the tobacco outlook and the credit situation to the growers while others talked about improved methods of producing tobacco. Last year about 75 growers attended such a meeting.

One hundred hens laying heavily will transpire three or four gallons of water as vapor in a day. The non-layers will give off about half that much.

Better stock is one type of farm relief for the livestock raiser.

The Citrus Industry

with which is merged The Citrus Leaf
Exclusive publication of the Citrus Growers and Shippers

Address all communications to the Main Office
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Telephone _____ 4819

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ASSOCIATED PUBLICATIONS CORPORATION
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S. LLOYD FRISBIE	Secretary-Treasurer
FRANK KAY ANDERSON	Director
A. G. MANN	Production Manager

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NEW YORK OFFICE
118 East 28th Street
Edwin F. Ripley, Manager

CHICAGO REPRESENTATIVE:
Joe Ester, 5434 Glenwood Avenue
Telephone—Long Beach 3429

TWO GREAT CITRUS FAIRS

Two great citrus expositions are about to command the attention of Florida citizens and Florida visitors—the Florida Orange Festival which opens at Winter Haven on January 24th and the South Florida Fair and Gasparilla Carnival which opens in Tampa on January 31st for a run of eleven days.

The Florida Orange Festival is to Florida what the older Orange Show is to California, but is even more far-reaching and all-embracing in that it takes in all sorts and manner of citrus fruits. The Festival this year promises to be on an even larger and more comprehensive scale than ever before and will attract exhibits from all sections of the Florida citrus belt.

The South Florida Fair, while embracing all manner of agricultural, horticultural, manufacturing and commercial enterprises, is distinctly a citrus exposition. By far the greater number of exhibits and the greatest interest centers about the competition in the citrus field, a competition which promises to be quite as intense this year as at any previous Fair.

No Floridian who cherishes the welfare of the state's chief industry, and no visitor to Florida who would understand something of the resources of the state, can afford to miss a visit to one or both of these great expositions.

FIGHT FLU WITH CITRUS

R. B. Woolfolk, chairman, and other members of the advertising committee of Florida citrus marketing agencies, are to be congratulated upon the promptness with which they grasped the opportunity to call attention to the efficacy of citrus fruit juices in combatting flu, which is epidemic throughout the land.

Having outlined and inaugurated a general campaign of advertising to increase the demand for Florida citrus fruits, this committee, upon the outbreak of the flu epidemic, promptly changed its plans and schedules, prepared timely "copy" for newspaper advertising and im-

mediately placed orders for the new "copy" in the daily papers of the East and Middle West.

Backed by the expert opinion of the best medical advisers, this campaign should be effective in bringing increased sales for Florida citrus fruits.

FLORIDA AGRICULTURAL RESEARCH INSTITUTE

Announcement of the organization of the Florida Agricultural Research Institute, carried elsewhere in this issue of The Citrus Industry, is occasion for congratulation.

The Institute was organized by the fertilizer manufacturers of the state, with a view to carrying on scientific and practical research into the fertilizer needs of Florida farmers, truckers and citrus growers. The work of the Institute will be carried on under the supervision of scientific and field experts and the co-operation of other agencies, national and state, will be solicited.

The findings of the Institute will be given to the growers of the state through the medium of the press and by bulletins issued by the research workers of the Institute.

The fertilizer question is one of the major problems of Florida growers and just now is commanding unusual attention. The work of the Institute in helping to solve fertilizer problems and in disseminating the results of its findings should prove of great beneficial value to Florida growers.

TRUCK SHIPMENTS

Citrus growers and shippers as a class have, we believe, a sympathetic feeling for the railroads. They would like to see the railroads prosper. They realize that the railroads have done much for the nation, the state and the industry. Other things being equal, they doubtless would give preferential consideration to the railroads in routing their shipments.

But—

Citrus growers and shippers are human. They face the necessity of looking out for their own financial interests. If they can save money and increase their rather scant profits by utilizing trucks, they will consider their own pockets and use the trucks.

As it appears to The Citrus Industry, the railroads and the trucks are in competition for the business of citrus growers and shippers—and the one which offers the best service at the lowest rate will get the business. This is entirely beside the question as to the legitimacy of truck competition with the railroads. So far as the citrus growers and shipper is concerned, it is a question of the individual pocketbook—and the pocketbook will be the controlling factor in influencing the decision.

The thanks of The Citrus Industry are due those brethren of the press who so generously recorded its thirteenth birthday.

Citrus growers are now looking to Governor Sholtz and the incoming legislature for the redemption of a lot of campaign promises for economy in government and lowered taxation.



Quality PAYS!

EVERY day throughout the country thousands of thrifty housewives go to the market for fresh fruits and vegetables to supply the family table. They have become expert in making their selections. It is interesting to watch them pick out the choice, crisp vegetables and the heavy oranges and grape fruit with the smooth, thin rinds.

Shrewd shoppers are quickly attracted to fresh well-assorted produce and are willing to pay a premium for such quality. When the shopping is over the stores and markets usually must dispose of the culs at a loss.

Wise growers will recognize the fact that this system of shopping is revolutionizing the fruit and vegetable industry and put into their containers produce that is properly matured, well formed, and carefully assorted. Fruits and vegetables that arrive on the market in prime condition make a strong bid for the customer's dollar.

Fertilizers are very important in producing quality and potash is the quality-producing element in your fertilizer. Potash produces citrus

fruits with smooth tissues, fine grain, heavy sugar content and excellent finish.

Potash produces crisp, high-quality celery, smooth, firm tomatoes, early-fruited peppers and eggplants, and more No. 1 potatoes and sweet potatoes. Potash-fed lettuce and cabbage have large, firm heads—beans make fewer short pods—peppers are freer from wrinkles, have thicker walls and stand up better on the market. Potash adds to the sweetness of watermelons and reduces white heart.

Potash-fed truck is healthier and less susceptible to attacks of diseases and insects. Potash keeps truck crops working hard storing starches and sugars in celery stems, bean pods, potato roots, and tomato, pepper and eggplant fruits.

Plenty of potash in your fertilizer will help you produce the quality that your consumers demand—the quality that gets the top price.

N. V. POTASH EXPORT M.Y., Inc.

Hurt Bldg., Atlanta, Ga.

J. L. Baskin, Representative Box 1051, Orlando, Fla.



MAKE SURE YOUR FERTILIZER CONTAINS AT LEAST 10% POTASH

IMPRESSIONS

By the Impressionist

Some of the younger generation at Maitland in Orange County saw their first snow on the morning of December 20. It came about in this way. A big fruit-hauling truck pulled in at Forrest Stone's filling station. It had been traveling through steady snow; and a good sized drift had accumulated in one corner of the bed. It had lasted through the night travel down the peninsula. The driver called it to the attention of a couple of youngsters, and soon there was a small crowd of them to feel, smell, inspect and wonder.

We mentioned that to R. B. Woolfolk; and he told of a letter from his daughter in San Francisco whither her husband recently was transferred to the army post there, in which she related how R. B. W.'s small grandchild much elated by the December snowfall had swept up a couple of bucketsful and brought them into the house with the announced intention of "saving them for Christmas".

In the last issue we gave honorable mention to M. H. (Mike) Dorsett, then assistant general freight agent of the Atlantic Coast Line R. R. at Tampa. Hardly was the issue out when lo, and behold, the aforesaid Mike was stepped up suddenly to be made assistant freight traffic manager of that road. We are gratified.

We are gratified for Mike's sake, having known that gink for more than twenty-five years; and we know he deserves it and is capable. Then we are glad to see a Florida man, particularly one intimately acquainted with the fruit and vegetable business, assigned to that important post. Years ago Mike was actively in the fruit and vegetable business at Plant City, as many readers will remember. Then we are gratified at the illustration of the power of the press.

What we regard as most gratifying of all, however, is the fact that Mike's headquarters will remain at Tampa, instead of being moved to Wilmington. It's the first time in history of that road that any official of anything like similar importance ever

has been located away from the Wilmington general offices. To our mind that argues something good for Florida.

Eating lunch in Orlando with Kelly Tresher, the papa of the St. John's River Line Co., and in comes William Edwards, just back from a flying trip to Chicago and Milwaukee. These days the president of the Florida Citrus Exchange moves about something like a cricket. He was still shivering from his encounter with zero temperature.

Later we had to straighten Kelly Tresher out as to the distinction between William Edwards and L. C. Edwards, the present and past presidents of the Exchange. Maybe there is confusion among some readers, too, and a few words may not be amiss.

The two Edwardses are in no way related; and if they have ever met it was in pursuit of the fruit business. L. C. Edwards of Tampa and Thonotosassa, head of the old firm of Lee & Edwards, joined the Exchange and became its president following the retirement of Dr. J. H. Ross. Later he withdrew from the Exchange and resumed independent operations. His concern, now the Lee & Edwards Corporation, operates from the Tampa Union Terminal, and recently has stepped into the limelight strongly through chartering two big steamers of the United Fruit Co., and putting them into operation on their own account between Tampa and eastern ports. William Edwards, whose real home port is at Zellwood in Orange County, is a Scotchman who came to this country as a young fellow, and after extensive business experience in Chicago came to Orange County nearly thirty years ago, and since has been prominently connected with almost every Orange County undertaking of size. He has been head of the Plymouth Association of the Exchange for a long time; and was elected president of the main Exchange last June.

Along comes J. Curtis Robinson to tell us that the annual meeting of the Growers and Shippers League of

Florida will be held on January 4, and inviting our presence. That is a fine mark of courtesy, and we gladly accept. Back in the now dimming, and growing more distant past we gave largely of our time to promoting the aforesaid League, then served without pay as its first secretary and manager until we could reach out and get a qualified man to run it. That man, Curtis Robinson, is still on the job. The habit of inviting us to the annual meetings and to break bread with the directors continues, we regard it, as a sort of testimonial that our early services are not forgotten.

So few of the things we humans evolve and promote turn out in accord with our optimistic expectations, that we naturally enough are proud of having had some connection with the formation of the Growers and Shippers League. Its service to the fruit and vegetable industry of the state in traffic matters during the past ten years have been of tremendous value. Further its demonstrated ability to operate upon strictly non-partisan, non-sectarian lines, "without regard to the various methods of marketing" shows that we in the industry can get together and stick together when we want to do so. A lot of the credit for this success goes to the fortunate selection of J. Curtis Robinson as the active head. A better technical man to prosecute the affairs of the League hardly could have been found. For that, however, we can claim no credit at all. It was Joshua C. Chase who recommended him, and the Brothers Chase, R. B. Woolfolk, the late Dr. J. H. Ross and Lawrence Gentile who were responsible for installing him in the job.

Out in Denver, Colorado, Martha Lewis acquired wide fame and a competence through her home-made preserves and jellies. She shipped her product all over the U. S. A. and to many places abroad, and into far off Alaska. Now Mrs. Lewis is dead, and with her threatens to die a process for making powdered orange juice that seemed to promise much. She developed and patented a method for dehydrating orange juice and reduc-

(Continued on page 17)

BLUE GOOSE NEWS

Monthly News of American Fruit Growers Inc.



Edited by The Growers Service Department

SEES GRAPEFRUIT AS STEADY BRITISH STANDBY

An interesting recent visitor at the Orlando AFG headquarters was Frank Ostrander, owner of the well known Ostrander grove near Auburndale who in recent years has been living in England.

Mr. Ostrander who for many years was an important figure in the American textile industry has spent a large part of his later life in Great Britain and in France. Himself an important grower through his ownership of the grove mentioned, a heavily producing property of more than a hundred acres, Mr. Ostrander felt vitally interested in the export of Florida grapefruit to the British Isles and the Continent; and has paid closest attention to this movement since its inception. This coupled with his continuing residence abroad gives him a most unusual grasp of the subject.

He feels that the British are ahead of Americans in getting down to hardpan and adjusting themselves to the changed economic conditions; and are further upon the road to recovery. He does not regard the prevailing import duty of 3s-6d as any effective bar against the import of Florida grapefruit. He does feel that a less fluctuation in the volume of grapefruit supplies to Great Britain would be a decided advantage and obtain greater confidence of the fruit trade there. It would also, in his opinion, largely obviate the wide fluctuations in price which at times have been responsible for variations of as much as twenty shillings per box in the wholesale price within short periods.

The preference of the British consumers for small size grapefruit, he feels, is ineradicable; and that Florida exporters will profit just in the proportion that they are able to supply fruit in line with that preference.

He feels that grapefruit is well established with certain classes abroad; and that the demand is likely to increase rather than decrease, subject of course to the adjustment

(Continued on page 2)

NEW DEVICE AIDS AFG MARKETING OPERATIONS

The newest device to be enlisted to speed up communication between the AFG Florida headquarters at Orlando and the northern markets is the "teletype". The instrument, which is controlled by the American Telephone and Telegraph Co. is in fact an electrically operated typewriter. When two of the instruments are connected over the medium of the telephone lines the act of writing in the ordinary fashion upon the sending typewriter induces simultaneous operation of the receiving machine regardless of its distance from the sender. Thus the message which is being written upon the paper under the eyes of the operator of the sending machine is typed at precisely the same rate of speed by the connected and electrically operated receiving instrument.

In the hands of an experienced operator the operation of the machine is almost as fast as the operation of an ordinary typewriter. The moment the sending operator pauses an operator at what has been the receiving end can by the operation of the keyboard of that machine turn it into a sender, and the message is typed at the other end.

With slight differences in the keyboard each instrument is practically a standard typewriter, mounted upon a stand just about the size of an ordinary typewriter stand. The electrical wiring is largely concealed, being boxed in beneath the stand. Typing, however, is done upon continuous rolls of paper of standard typewriter width. As messages are typed the paper may be pulled forward and the typewritten portion easily detached.

Communication between two offices thus connected is as fast as a typewriter can be operated, almost as fast as a telephone conversation, and there is the great advantage of having a clear and legible record of every word which has passed. Car numbers, prices and other figures are thus a matter of record without the need

(Continued on page 2)

1932'S PASSING BRINGS BUT VERY FEW REGRETS

Citrus people, like those in many other lines of business, viewed the final passing of the Year 1932 with but few regrets. Even in its final flurry it brought grief and vexation to citrus growers and shippers in the form of a blizzard of marked intensity which overspread the country in the latter part of the week beginning December 11. With an accompaniment of sub-zero temperatures over much of the country there was much snow, sleet and ice which paralyzed transportation, and made it impossible for much of the holiday supply of citrus fruits to find its way into consumption. This had no sooner passed than heavy and continuing rains over large areas carried on the work of blanketing the markets and restricting the flow of fruit into the normal channels of consumption. We can say "adios" to 1932 with little sadness over its passing.

But 1932 is gone, and with the advent of 1933 the prospects look quite considerably brighter.

There is definite comfort in the proven ability of the markets to absorb large quantities of citrus fruit, showing the extent to which the public has come to regard citrus fruits today as necessities rather than as the luxuries they formerly were held to be. Not only so, but the consumption of our fruit is showing increase, with prospects for a fair though somewhat gradual upturn toward more normal levels, especially upon oranges.

The latter part of 1932 saw a wind-up in the shipping season for northern California navels which was anything but satisfactory. It has had the effect of curtailing California orange shipments very greatly since December 15, the movement forward of southern California navels, up to the time of this writing having been very slow.

A cheerful factor in the operations of the American Fruit Growers Inc. has been the recent stimulus to export movement of Florida grapefruit

(Continued on page 2)

BLUE GOOSE NEWS

OF INTEREST to the citrus growers of Florida, each month, contained in four pages of paid advertising from the

AMERICAN FRUIT GROWERS INC.

Florida Division

Sixth Floor, State Bank Bldg.
ORLANDO, FLORIDA



THE NEW FRUIT "TASTER"

"Electrynx" is the name given to a new, electric fruit "taster" recently demonstrated in New York. It has been developed by the scientists and engineers of the Westinghouse laboratory, and holds much of interest to fruit growers everywhere.

It is based upon a long known principle that an electric current circulates between two pieces of dissimilar metal in an acid solution; and the newly developed device is said to register such action even to one-millionth of an ampere, facetiously expressed as about one-tenth the "wing-power" of an ordinary housefly.

First experiments were made with apples. Actuated by curiosity the two dissimilar pins of a recording meter were inserted into an apple, and the meter at once began to register the flow of electric current. Then oranges were found to respond similarly. After ascertaining that tarter and more acid fruit developed higher microampereage than fruit of lesser acid content the engineers proceeded to develop and perfect the instrument now designated as the "electrynx".

The device, of course, is too new to have any commercial application as yet; but in the hands of scientists engaged in dietetic experiments it promises to open the way for later definite knowledge upon many points now unknown concerning the reactions of fruits of various kinds in the diet of humans.

It is not impossible also that at

Adv.

some later date judgment upon the maturity of citrus and other fruits may be based upon its tabulated microampereage, and the present, and generally unsatisfactory, methods of chemical determination of relative maturity may go into the discard. Before that time comes much experimentation will be necessary; but it is not far-fetched now to imagine the time when growers and grove foremen may be seen walking about in groves, and "metering" fruit upon the trees before calling up their packing house to send over a picking crew.

SEES GRAPEFRUIT AS STEAD BRITISH STANDBY

(Continued from page 1)

of exchange due to differing money standards, tariff barriers, and competition with Florida-grown grapefruit by fruit from other producing districts.

Differences in the flavor of Florida grapefruit at different periods of the calendar year, he says, are not of such importance to British consumers as one might think, for the British habit in eating grapefruit is to bury it under a covering of powdered sugar.

Blue Goose grapefruit stands at the very top in the favor of British consumers, says Mr. Ostrander, and he ought to know. The entire production of the Ostrander grove is sold in the markets through the American Fruit Growers Inc.; and that is a thing he naturally would watch closely.

NEW DEVICE AIDS AFG MARKETING OPERATIONS

(Continued from page 1)

for checking back for the sake of accuracy as is generally necessary when handled over long distance telephone.

As an instance of actual operation, there is the ringing of a signal bell in the telegraph room of AFG headquarters at Orlando. Miss Helen Stottler, in charge there for several years, responds by turning a switch upon the machine which already has the power turned on from the sending end. She signals that Orlando is ready. The machine promptly begins typing off the message which is being thus written by the AFG operator in the New York office of the organization. The machine types the results of the day's sales in New York completed only a few minutes before. This finished, Miss Stottler takes a hand and quickly types the manifest of the cars sent forward to

New York by the Florida Division, which are thus made almost instantly available for the use of the New York sales office.

In the instance of ordinary queries and answers and the interchange of market information over the teletype the written answer can be in the hands of the inquiring office before the ordinary call box could bring a messenger to take away an ordinary telegram for transmission.

Use of the teletype as thus far adopted by the American Fruit Growers Inc. is in the interest of speedier and more accurate service in behalf of the growers it serves; and is in line with its long established policy of constantly improving its service in every practical way.

1932'S PASSING BRINGS BUT VERY FEW REGRETS

(Continued from page 1)

by constantly increasing orders from this organization's connection in Great Britain and France.

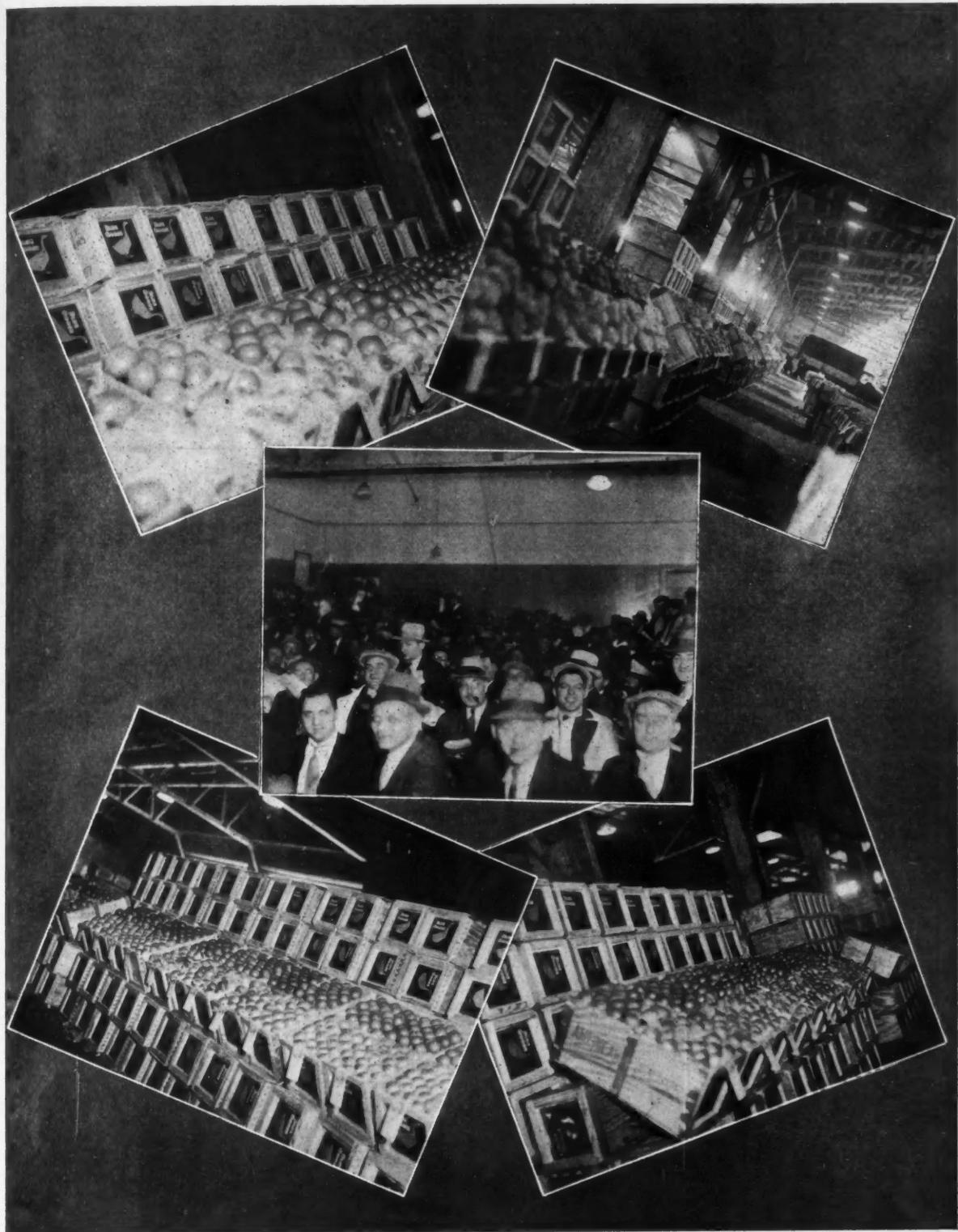
These orders have been increasing in frequency and size, and at very fair prices, until the volume of that movement now becomes considerable. In view of earlier dire predictions from some sources concerning the possible ill effects of the low market for British exchange and the tariff duties, this large volume of export business is doubly welcome at this time. It possesses the added attractiveness that all this fruit under the existing arrangements is purchased F. O. B. Florida, the cash to pay therefor being available when loadings are deposited in the banks.

Any improvement in the general economic situation is due to be reflected in an increased consumer purchasing power; and the public's desire for our fruits is well demonstrated. 1933 must yet prove itself; but from this angle 1933 looks rather promising at the time these lines are written.

U. S. CITRUS EXPORTS DURING LAST OCTOBER

Citrus exports from the United States during October 1932, amounted to 176,527 boxes valued at \$480,989, according to the U. S. department of commerce.

Of this total 135,733 boxes were oranges, 7,525 boxes were lemons, and 33,269 boxes were grapefruit. Practically all the shipments were made to Canada and the United Kingdom although there were 3,691 boxes of oranges shipped to the Philippines, and 1,182 boxes of oranges sent to China.



Some recent snapshots upon the New York auction market. In center: The crowd of buyers in the auction room. Surrounding pictures fruit for the sales as it is stacked upon the pier. Note how lower tiers of boxes are stacked upon their sides to prevent injury to fruit.



In the past decade every important progressive movement in marketing fresh fruits and vegetables was pioneered by this organization.

When better methods of distributing and selling are developed AFG Service will develop them.

**American Fruit Growers Inc.
Florida Division
Orlando, Florida**

IMPRESSIONS

(Continued from page 12)

ing it to powdered form which seemed much superior to the method earlier tried and abandoned by the old Orange Products Co. of the California Exchange growers. It has passed to her heirs, and it looks as if nothing is to be done with it.

The process does not seem adaptable to the Florida climate, however. Mrs. Lewis spent considerable sums on it in her last years, and personally went to Los Angeles to get closer to the source of raw materials. But even Los Angeles was too damp for it to be a success there, and the plant was moved out into the desert to get the benefit of dry air. The original product, as made in the high dry air of Denver, however, remained the best.

And mention of Colorado reminds us of a recent conversation with a Colorado wheat-farm owner. Citrus growers who deplore present conditions may do well to meditate upon the sum of \$212 gross receipts from 160 acres of good wheat land in one of the best sections of Colorado for this year's crop. As Andy Brown would say, "Ain't that something?"

Sitting down in the lobby of the Angebilt hotel in Orlando for a long talk with A. B. Michael of Wabasso, the first such opportunity we have had for real contact with this well known grower of the Fort Pierce section in a long time. It is good to see that he is looking well and seems on the way to recover his health after a long siege of physical misadventures. Our opinion of Alf Michael might well be summed up in this paraphrase: "When better oranges and grapefruit are grown, A. B. Michael will grow them."

Meeting the Two Indefatigables out on the road in the process of perpetrating their philanthropy, John F. May and Jack Guthrie, respective-

THE CITRUS INDUSTRY

ly president and secretary of the Florida Orange Festival annually held at Winter Haven. With their slogan, "This is no time to lay down," they have put even more than the usual pep and ginger into their work, and report that the coming Orange Festival is not only an assured success, but that it is going to be something for the industry to be proud of, indeed. Here's power to the elbow of that enterprising Winter Haven group they head; and we can be depended upon to be present. The dates are January 24 to 28 inclusive.

Personal note to C. W. Parenthesis Joe Parenthesis Lyons of that charming suburb of Ybor City: Will it be necessary for us to say anything more than in the foregoing paragraph? We leave the arrangements to you, but please remember that being from the country we always eat ice cream for dessert on state occasions.

We regret to record the death recently at "Connersville" near Bartow of Mrs. H. C. Conner, widow of H. C. Conner and the mother of Harry, Loy, Ben and Neal. Mrs. Conner was 65, and had survived her husband by two years. The big Conner grove of more than four hundred acres, really it is nearer five hundred, is to our mind the one most practical commercial citrus property in Florida. Built up slowly around an original purchase of a young twenty-acre grove it is carefully calculated to supply fruit to its own packing house continuously from the first ripening Parson Browns in the early Fall to the latest ripening Valencias in late Spring. The strain of Jaffa oranges there also constitutes what to our mind are the finest oranges grown anywhere in Florida. The prices realized for them over a period of years, we believe, justify that opinion. Too few Florida citrus properties have been laid out and built up with the requirements of large scale commercial production in mind. The Conner grove is an outstanding exception; and Mr. and Mrs. Conner leave behind them a real monument to their foresight, energy and quiet persistence.

Tragedy stalked into our circle of friendships recently with the suicide of E. E. Truskett, the well known Lake county citrus and grape grower. Always interested in the industry and active in its behalf, he was, if we remember correctly, the first secretary of the Florida Citrus Growers Clearing House Association, to the formation of which he gave largely of his time and energy. The prospect

of continuing ill health undoubtedly stimulated his action in taking his own life.

Having had a femme "Congressman" for four years, it remained for Dave Sholtz our new governor to give us two lady-colonels on his staff. We do not know Mrs. Beulah Croker of Palm Beach, but we have read often of her great courage. We do know "Colonel" Marie Holderman of Cocoa, and we, and our whole family with us, approve heartily of any honor or elevation which may be conferred upon her. We knew Chance and Marie Holderman in Manatee county when . . . accident deprived Chance, an outstanding athlete, of his health and the ability to walk . . . years in a wheel chair, able only to advise . . . to suffer quietly . . . finally passing on . . . Marie Holderman carrying on . . . very real courage, if we know what courage is . . . a true lady . . . a business success . . . pro-

Fruit Treating Process

We own the exclusive rights for the entire United States in the process of treating citrus fruit with a mixture of paraffin and gasoline or similar volatile solvent covered by

McDILL
United States Patent
No. 1,630,129
granted May 24, 1927.

To packers desiring to treat their fruit by this process we are prepared to grant the necessary permission on suitable terms. Applications will be considered in order of receipt.

Address all inquiries to
**BROGDEN, RICKETTS &
HAWORTH COMPANY**
Box No. 338
Winter Haven, Florida

FOR SALE

Lists of Florida Citrus Growers compiled from recent survey of groves, arranged by counties. Name, address, acreage and legal description.

Also list wealthy residents of Florida.

W. L. Lamar
P. O. Box 333
JACKSONVILLE, FLA.

moted to be Grandma Holderman a couple of years ago . . . now commissioned Lieutenant Colonel . . . and why not?

An unknown writer in an Orlando newspaper recently sprung quite a sensation by jumping all up and down upon the anatomy of W. G. (Bill) Roe, the well known winter Haven citrus grower and shipper, and alleging it was one hundred thousand boxes of Florida oranges and grapefruit shipped by the aforesaid Bill on a specially chartered ship from Tampa which broke the prices in New York and eastern markets. Later a correction was issued, and still later a correction to the first correction. In its original form it was just the sort of a citrus story which appeals to that section of the Florida press which doesn't know anything concerning the Florida citrus industry, and persistently refuses to inform itself. We shall not go into the merits of the controversy this story started, because the story itself was too ridiculous to be discussed seriously. In token of which we respectfully submit that no ship possessing refrigerating facilities for one hundred thousand boxes of our fruit can get into Tampa harbor to load, and the story purported to concern a refrigerated ship.

Felix D'Albora died recently at his home on Long Island at the age of 57. He was the father of J. V. D'Albora of Cocoa, the vice-president of the Acme Fruit Co. Felix D'Albora had had a long and active career in the fruit business. Among other things he was one of the organizers of the Acme Fruit Co. the well known East Coast shipping concern, and likewise was one of the founders of the Independent Fruit Auction in New York City.

E. M. Brogden, who some years ago made a start at Winter Haven at inventing processes and things connected with the packing and storage of fruit which resulted in the now well known Brogdex process, is reported by the California Citrograph as the inventor of a new storage process for handling citrus fruits. The new invention is concerned wholly with the ventilation and humidity control of stored fruit, particular attention being directed to the removal of the exhausted and carbon-dioxide laden air surrounding the fruit. Valencia oranges stored under this process are said to be surviving well, and the aim is to perfect it to a point to permit export shipments in such specially constructed storage space without need for the expense of re-

THE CITRUS INDUSTRY

frigeration.

THE CITRUS INDUSTRY recently has come in for a number of editorial bouquets, those of E. A. Street in the California Citrograph and of M. M. Lee and Russell Haas in the Winter Haven Chief might be considered particularly soothing to the vanity of one S. L. Frisbie. But that bird hasn't any vanity, only a soft corn, and believes he is getting rid of that.

Hay L. Howell, citrus grower of Orange County California, recently returned from some time spent in the Brazilian citrus industry rather extensively. His conclusions, as presented in his home paper, the Anaheim Bulletin, are that due to the prevalence of pests, including the Mediterranean fruit fly, it is doubtful if Brazilian oranges ever become competitive in the markets of the United States. He reports production costs are very low there; that the land is not cultivated, and irrigation is unnecessary, but that the yields are very light, running only to two or three boxes per tree. The principal variety of oranges there is the Bahia navel, from which the Washington navel of the California industry originally derived.

A new state-federal census of the California industry puts the Valencia orange acreage at 131,145 acres, with 82% in bearing; navel acreage is put at 98,881 acres with 93% in bearing; grapefruit 16,972 acres of which 72% is in bearing; lemons comprise 46,596 acres, 89% of which are in bearing. Since 1927 the total acreage there has increased by 33,541 acres, most of which is in Valencias. Navel orange acreage in California has been about at a standstill for the past ten years; and while these new figures do not establish the fact we believe it is true that the California navel acreage actually has shrunk slightly in recent years.

Due to the economic situation the Valencia orange show at Anaheim, California, will be omitted this season as it was last; but the big National Orange Show at San Bernardino will take place as per usual. This year February 16 to 26 inclusive; and it is expected to be a whale of an affair.

And while we are on the subject of California, a recent compilation of production costs there, derived from actual figures on more than five hundred acres in Los Angeles county studied by the county farm advisor, is quite interesting to Florida grow-

ers. Total production costs, including both cash and intangible costs, were for navel oranges \$409.81 per acre; for Valencias \$364.57 per acre, for lemons \$530.75 per acre.

Only lemons showed an excess of income per acre above total costs. All three, however, showed income in excess of labor, material and cash overhead costs. This being, for navels \$68.45 per acre, for Valencias \$10.26 per acre; and for lemons \$185.21 per acre. Los Angeles county is the largest citrus producing county in that state; and the figures given seem to be fairly typical of the California industry.

And now comes New Zealand exporting grapefruit to Great Britain; but we refuse to become alarmed. It was only an experimental shipment of 150 boxes. Normally the crop there is just about sufficient to take care of the local and nearby demand.

The ribald comments which followed upon our introduction of that epic poem last month into this column are appreciated. Any comment is better than none. It indicates among other things there are still some with enough time on their hands that they read this particular output. Emboldened and encouraged we have now embarked upon song-writing, in collaboration with Prof. Harve Clements, head of the musical department of Rollins College. Our job is the lyrics, Harve will do the music. For our part we are doing splendidly having fully completed the title and part of the first line after only three weeks of endeavor. The title is "More And More Remoter".

The Improved **RIVERSIDE** **Truck-Deciduous-** **& Citrus Heater**

It Kills Frost at little Cost

MILLIONS

Are in Use....

Write for
Descriptive Matter

RIVERSIDE SHEET METAL WORKS, INC.
RIVERSIDE, CALIFORNIA

D. V. Webb — Sales Agent
61 W. Jefferson St., Orlando, Florida
Stock of Heaters Now
On Hand at Orlando

Combine Safety *with* Economy



*Use GULF IMPERIAL
TOP DRESSER
with Kaltrogen
for your Spring Application*

The Spring season is one time of the year when a quickly-soluble fertilizer may be used to advantage, provided it is a correctly blended mixture containing the proper elements of plant food.

Gulf Imperial Top Dresser with Kaltrogen is a carefully blended all-mineral Brand that will furnish your trees quickly-available energy at a minimum cost, and without harm to the soil. In addition, Imperial Top Dresser contains Kaltrogen, which is a combination of secondary plant foods made soluble by a special Gulf process. Kaltrogen assures your soil many of the rare elements so important to plant growth.

Of course, we unhesitatingly recommend regular Gulf Brands for the Spring application as well as for other seasons throughout the year. Such a program is always dependable. But where the need for economy suggests an all-mineral fertilizer for one application, use it in the Spring—and be sure it's Gulf Imperial Top Dresser with Kaltrogen. Excellent for Truck Crops, too.

If you're not certain about your soil requirements, call in the Gulf Field Man in your section. You'll find him eager to help you.

THE GULF FERTILIZER COMPANY

TAMPA, FLORIDA

Stocks at convenient points throughout the State.



Freight Rate Activities

By J. CURTIS ROBINSON

SECRETARY GROWERS AND SHIPPERS LEAGUE OF FLORIDA

The ninth annual meeting of the Growers and Shippers League of Florida was one of the largest and most enthusiastic in the history of that organization. It was held at the Angebilt Hotel in Orlando on the evening of January 4.

In the election of officers the former officers were reelected with the exception of E. L. Wirt, who was replaced as first vice-president by William Edwards. The League's officers are: L. B. Skinner, president; William Edwards, 1st vice-president; R. B. Woolfolk, 2nd vice-president; S. O. Chase, treasurer; Randall Chase, asst. treasurer; and J. Curtis Robinson, secretary and manager. These officers together with the executive committee administer the active affairs of the organization. The executive committee consists of J. C. Chase, W. H. Mouser, Lawrence Gentile, E. D. Dow and J. C. Hutchison.

The secretary's report reflecting the principal activities of the League during the past year follows:

"In my annual report last year I stated we had completed the busiest year since our organization. The past year has been equally as busy for us in which we have had the unqualified support and assistance of our members in the presentation of facts before the railroads and Interstate Commerce Commission in the collective interest of all of our members.

"During the year several matters have been placed before the Interstate Commerce Commission for adjudication. On some of these hearings are not yet concluded, on others the briefs are not yet presented, but will be filed at the dates stipulated by the Commission early this year.

"Among the outstanding cases were the following:—

"1—Participation by the League in Docket 24069, a complaint of the Southern railroads vs. the Northern railroads in the matter of divisions accorded each in the citrus rates prescribed by the Commission in our Line Haul Rate Case on citrus fruit. A tentative report was filed by Examiners for the Commission to which exceptions were filed by the railroads and oral argument on the exceptions was made before the Commission, December 8th. The question is before the Commission for final decision.

"2—Participation by the League in Docket 24160, also involving divisions between the Southern Railroads and the Northern railroads, hearings on which were held in connection with Docket 24069.

"3—Complaint filed by the League in Docket 25206, against the rates on citrus published by the railroads from Florida to New England and Eastern Trunk Line destinations in presumed compliance with the Commission's order in our Line Haul Rate Case. Hearing was held at which we contended the carriers had not strictly complied with the order of the Commission which resulted in higher rates to certain of the destination territory than was authorized by the Commission. Our brief was filed by our Counsel on December 21st. The matter is now with the Commission for their decision.

"4—Participation by the League in an investigation being made by

the Interstate Commerce Commission under Docket 20769 in the rates for refrigeration between points on the Pacific Coast and all points in the United States including Florida. Three hearings have been held and another is called for Chicago beginning Feb. 15, 1933. This case in our opinion has proven to be the most bitterly contested case on Refrigeration ever before the Commission. It involves matters affecting the basic factors going into the make up of the cost of refrigeration, which, when finally passed upon and approved by the Commission and/or the Courts will form the basis of refrigeration rates on fresh fruits and vegetables and other perishables for many years to come. This is a subject in which our State Railroad Commission has manifested great interest. They have participated with us in this case by assigning their Expert Accountant to

(Continued on page 24)

Florida Orange Festival

Winter Haven, January 24, 25, 26, 27 and 28

Offers a comprehensive exhibit of Florida citrus and allied products and five big days of entertainment. Pick out one or more days on this program and enjoy yourselves at the festival:

Tuesday, Jan. 24—SCHOOL DAY—Students admitted free.

Wednesday, Jan. 25—GROWERS DAY—Fifth annual meeting of Florida growers with prominent speakers.

Thursday, Jan 26—MUNICIPAL DAY—Convention of Florida League of Municipalities.

Friday, Jan. 27—GOVERNOR'S DAY—Reception for Governor Sholtz; Official Inspection of Exhibits.

Saturday, Jan 28—LEGION DAY—Midwinter conference of Florida American Legion.

Entertainment Program Changed Daily

Citrus Exhibits From All Florida



Use It NOW

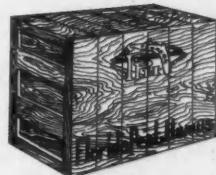
A Dormant
Spray Upon
Grapefruit

Right now a dormant spray upon grapefruit will return excellent dividends. Use a good lime-sulphur solution (Fico Lime-Sulphur, if you want sure results) proportion 1 to 25, for control of young scale and to prevent scab. If fruit is hanging on the trees the effects will add to its color.

Fico Lime Sulphur

Made with exceeding care and exactness, as are all Fico products. "The memory of quality remains long after price is forgotten."

Florida Insecticide Co.
Apopka Florida



A tight, leakproof, wire-bound veneer package; 17x22x36 inches, containing 12 cubic feet of HUMUS compressed to 7 cubic feet, and weighing 200 pounds.

HUMUS in BALES

Winning
Instant
Approval

The announcement of FLORDIA PEAT HUMUS now successfully packed in bales opened new and wide fields of usefulness to this valuable product. It won instant approval from many who could not readily use bulk goods.

Now you can obtain FLORIDA PEAT HUMUS in bales or in bulk—a single bale or a trainload; and, remember, no weed seeds, no grass seeds.



Florida Humus Company
Zellwood Florida

Work Of Growers And Shippers League

Address Made By L. B. SKINNER, At The Ninth Annual Meeting

The Ninth Annual Meeting of the Growers & Shippers League of Florida is another occasion for us to be proud of our Association and its accomplishments and service to our members during another year.

Lest we forget, let me remind you that through the efforts of this association we are paying lower charges for the transportation of our citrus to the extent of over One Million Dollars per year. This saving on our citrus has been made since Nov. 9, 1928. Although we were unfortunate in having our rates on some of our most important vegetables increased, we were able to obtain a saving on vegetables, as a whole, of over \$250,000.00 annually, due to the decision on vegetable rates handed down by the Commission in 1931. However, according to recent claims of our railroad friends the reduction in vegetable rates as a result of the Commission's decision in 1931, when compared with commodity rates previously in effect exceeded \$1,000,000.00 per year. These savings to the industry certainly are amazing when considered cumulatively in comparison with the cost of maintaining our Association. There are still inequalities in our rate structure, some of which have been presented to the Interstate Commerce Commission for adjustment.

The past year of our Association work has not been unlike other years since our organization during which we have been able to render efficient and helpful service to our grower and shipper members through collective support of the Association at a minimum expense to each member.

When a fifteen percent increase in freight and refrigeration charges was proposed by the Association of Railway Executives in 1931, the League and our National Fruit & Vegetable Associations, vigorously opposed the proposals which would have imposed additional charge on Florida perishables approximating Four to Five Million Dollars. The Commission finally approved a charge of 1c per 100 pounds on freight and refused to allow any increase in refrigeration charges.

During the early part of last year tariffs were filed putting into effect the Emergency charges that had been

approved by the Interstate Commerce Commission to be collected by the railroads. Arrangements were made by the railroads for the accumulation

into a fund for the relief of some of the weaker roads that were unable to earn their fixed charges. It was estimated by the Commission that



In the hands of THE DEALER

An Indian River packer whose brands are favorite marks in the New York and Boston markets says that "the important thing about the use of Brogdex is that it provides *protection to the dealer*."

This packer considers dealer satisfaction as the paramount issue and disregards all other benefits that accrue, his only concern being that the dealer will get fruit that has better appearance and longer keeping time.

The favorable market attitude toward Brogdex now prevalent in all important markets has come about because dealers have found that Brogdexed fruit will stay sound, plump, fresh and live looking long enough to permit of its sale before any evidence of decay or wilt shows up.

The premium being paid in the auction markets for Brogdex fruit reflects dealer preference and well justifies the small service charge for the treatment.

Pack your fruit the Brogdex way and identify it with the familiar Brogdex trade mark—it is the recognized sign in the market of a better product.

FLORIDA BROGDEX DISTRIBUTORS, Inc.

B. C. SKINNER, Pres.

DUNEDIN, FLORIDA

the assessment of these emergency charges would result in a total income for the relief of all railroads of from \$100,000,000.00 to \$125,000,000.00. However, due to a continued loss of traffic by all the carriers it has been estimated by them that the emergency charges collected for the year will not approximate much in excess of \$60,000,000.00. The Association of Railroad Executives recently filed with the Interstate Commerce Commission a Supplemental Petition praying for a continuance, after March 31, 1933, of the Emergency Rates on a different plan. The plan proposes that there be no requirement for carriers receiving the Emergency charges, to pay them over for the benefit of any other carriers.

It may be that the railroads as a whole have suffered such losses in all traffic and that in order to meet their fixed charges many of them have been compelled to defer a substantial amount of maintenance work. It may be that a continuance of an emergency charge is necessary for the maintenance of a satisfactory transportation system. I am willing for the Interstate Commerce Commission to pass upon that question with all the necessary facts before them. I do believe, however, that under present conditions, the fresh fruit and vegetables produced and shipped from Florida are paying to deliver our products to the markets their full portion and more of the total freight charges of the railroads.

An indication that my belief is concurred in by many others of our growers and shippers is confirmed by the fact that such quantities of our citrus fruits and vegetables are being moved by truck and boat.

Only a few years ago a very small percentage of our fruits and vegetables were shipped by water and shipment by truck was not considered. Today, due to the improved water facilities and greatly improved highways and trucking facilities, an increased percentage of our citrus and vegetables are reaching the markets at much lower costs for transportation than via the all rail routes. I do not believe, therefore, that it is in the best interest of the carriers, themselves, in times like we are now experiencing particularly, or at any other time, to seek to impose, through high rates and emergency charges, a greater burden on the traffic than it can or will bear. Such policies only tend to stimulate the seeking of other means of transportation, such as has been indulged in by the shippers of Florida perishables as a matter of self preservation.

Once the traffic is lost to the rail lines and shippers find they can satisfactorily ship their produce by trucks or water at greatly reduced costs, it is then difficult for the rail lines to regain such lost traffic even though they equalize the rates.

An illustration of my point can be made by referring to the hundreds, probably thousands of cars that last year moved out of the State by truck or that moved by truck to the ports and by water beyond. This year our

Florida lines, realizing this loss of traffic reduced the rail and water rates via Jacksonville to eastern port cities in the hope of regaining much of the citrus fruit for haul by rail to the ports, which previously moved by truck. They also reduced the rates to southern markets, only, and reduced the minimum load to 22,500 pounds, 250 boxes, when in railroad owned ventilator box cars. This has helped them to regain some traffic

(Continued on page 26)

COMPARE NACO Fertilized Groves with OTHERS

We quote from a letter

"... I showed Mr. Brown some of my groves and I think he will never forget what he saw since he examined grove after grove in the pink of condition with no splitting and with wonderful tree condition. On adjoining properties were other groves showing from 25% to 75% of the fruit on the ground. If you want to get sold on NACO all over again, come down and see for yourself"

The groves were Valencias which caused many growers grave concern during November and early December by their tendency to split and drop . . except where NACO Brand Fertilizers had been used.

Here in hard, sober, practical test is proof of the benefits to be gained by using plant foods correctly balanced and containing the right amount of organic nitrogen from Nature's Finest Fertilizer (Guano) as you get it in NACO Brands . . and the NACONITE (formerly called Peruvianite) Formula (15 different analyses)

Use NACO Brand Fertilizers. Proper application of recommended NACO formulas has produced profits year after year through improved condition of the trees, the quality of the fruit, and the size of the crop.

NITRATE AGENCIES COMPANY
1401-1407 LYNCH BUILDING
JACKSONVILLE, FLORIDA



FREIGHT RATE ACTIVITIES

(Continued from page 20)

attend the latter hearing and give the Florida shippers the benefit of his time and experience by participating in the case to protect our interests. A further hearing will be held in Chicago on February fifteenth. It is hoped arrangements can be made for our State Railroad Commission to give us their further help by sending their accountant to participate in this further hearing and help protect our Florida interests.

"5—The League filed a complaint against our present refrigeration rates and asked for reparation on past shipments to destinations north of the Ohio River, East of the Mississippi River and West of the Buffalo-Pittsburg territory, which has been assigned by the Commission, Docket 24984. The date for hearing has not yet been set by the Commission, but probably will be assigned early this year. We are claiming our present refrigeration rates are unreasonable and that the railroads failed to comply with the suggestions made by the Commission in our Refrigeration Case, Docket 17936, that these rates could and should be adjusted.

"6—We filed a new complaint, Docket 25071, against our Vegetable Rates. Two hearings were held upon our specific complaint, one at Daytona Beach and one at Washington, D. C. Both hearings consumed about 16 days. Our complaint case, however, is so closely related to three other vegetable cases involving investigation by the Commission of the rates on all vegetables from Southwestern territory, Mississippi Valley and Southeastern territory, outside of Florida, that we intervened in the other cases. We participated in hearings lasting over a week in one of these cases involving a proposed realignment of rates from the Southeast in relation to the rates now published from Florida, and attended one other hearing at Jackson, Miss., lasting several days involving future rates from Mississippi territory.

"The first hearing in our new complaint on vegetable rates was held at Daytona Beach, September 21st to 28th, inclusive. At that hearing your Secretary presented 26 exhibits of 232 pages and many other exhibits and testimony were offered by various of our members and several non-members. The vegetable industry and the League are indebted to such leading vegetable shipper-members as the American Fruit Growers, Inc., Vegetable Division, Sanford-Oviedo Truck Growers, Inc., Chase & Co., Manatee County Growers Associa-

THE CITRUS INDUSTRY

tion, Leesburg Truckers' Association, H. L. Robinson of Hastings and others for their testimony and exhibits prepared over a period of months and presented in behalf of the entire Vegetable Industry. Mr. J. C. Hutchison, member of our Executive Committee initiated and presented a proposal for a mixed carload rule, which met with such favor on account of its absolute fairness to shipper and carrier alike, that a similar rule slightly changed in wording has since been approved by the Southern Freight Association.

"Brief in our vegetable complaint case will be filed jointly by our Counsel and Counsel for the State Railroad Commission on February 15th.

"7—We joined with the Florida railroads in 1931 opposing a proposal of the Holliday Fruit Company of Atlanta to establish packing transit of citrus fruit at Atlanta. The Commission has recently released its decision of December 12th, 1932 denying the application of the Holliday Fruit Co. for permission to pack citrus fruit in transit outside the state of Florida.

"8—in my report last year I called attention to our action in opposing the imposition of a full 15% emergency increase in rates which if put into effect would have added a burden of something like \$4,500,000.00 to our annual transportation bill on citrus and vegetables. Instead of allowing the full 15% emergency increase, the Commission allowed the railroads in Ex Parte 103 to assess 1c per 100 lbs. on citrus and vegetables as an emergency charge, to expire March 1, 1933 unless sooner cancelled or extended. The amounts paid as emergency charges were in turn remitted by the railroads collecting such charges, to the Railroad Credit Corporation, for making loans to railroads which failed to earn their fixed charge.

"In its original report the Commission estimated the emergency increase would yield from \$100,000,000.00 to \$125,000,000.00 based upon the traffic moving in 1931. Due to a further sharp decline in traffic, the revenue from emergency charges, with a portion of the year estimated, has amounted to only about \$60,000,000.00. They also show that out of 162 Class One railroads in the United States only thirty-two will earn their fixed charges on the basis of income excluding the emergency revenue.

"The Association of Railway Executives filed a Supplemental Petition with the Commission on December 10th, 1932, praying for a continu-

January, 1933

ance after March 31, 1933 of the emergency rates on a different plan. The different plan proposes that carriers be permitted to continue the charge of emergency rates after March 31, 1933 without requiring carriers collecting such charges to pay them over for the use or benefit of any other carriers.

"9—During the spring of last year, 1932, Florida citrus shippers shipped citrus to Southeastern territory and Atlantic Seaboard destinations on reduced rates with higher minimums which were made by the carriers, to meet truck and water competition.

"This year the railroads have again published reduced rates on citrus to southeastern territory, when shipped in railroad ventilator and refrigerator cars and made substantial reduction in minimum, when shipped in railroad ventilator cars. Shipments by truck in large volume still continues, but undoubtedly the action of the railroads in both reducing the rates and materially reducing the minimum when in ventilated box cars has retained thousands of cars for all rail haul. Last season large quantities of citrus and vegetables were trucked to Florida ports and sent north by water. The rail carriers lost the revenue on all this movement by truck to the ports. This season the railroads realizing this loss to the trucks made joint rail and water rates on citrus via Jacksonville to eastern seaboard cities in an attempt to regain this business that they lost last year.

"The growers and shippers of the State are very much indebted to the Railroad Commission of Florida for their very able support and assistance to the League in our new vegetable complaint before the Commission. The entire Commission attended the Florida Vegetable hearing. Testimony was offered by their Rate Expert and Accountant and we have had the untiring support of their Accountant throughout the entire hearings in Florida and Washington. Their Counsel assisted our Counsel in the case in Washington and will join in the preparation of our Brief in the case. We are likewise indebted to the State Railroad Commission for assigning their Accountant to attend the hearings on Refrigeration rates and rendering invaluable aid in assisting in protecting Florida shippers' interests in one of the most important cases to Florida held before the Commission in recent years.

"Our counsel, Mr. C. R. Marshall, has worked untiringly in our interest in all the cases handled by him before the Commission and has also

January, 1933

kept us fully advised on matters affecting our interests.

"The Traffic Committee has given its time and thought in considering many matters that have come before that Committee during the year which are too numerous specifically to mention, but which have been referred to in our various bulletins.

"We are indebted to the newspapers of the State who have manifested a great interest in our work in behalf of the growers and shippers of the State.

"In conclusion, I wish to express my sincere appreciation and acknowledge with grateful thanks the continued confidence in, and support of, our Association by our members. It has been a real pleasure always to give my best effort to the Association at all times. I have greatly enjoyed working with you as together it has been possible for us to obtain so many readjustments which have saved our growers and shippers many millions since our service together began. We have also been able to prevent many impositions of charges which would have cost our citrus and vegetable industry additional penalties of many thousands, annually.

"I think, therefore, in times like

COLOR or BLANCH MATURED FRUIT AND VEGETABLES WITH ETHYLENE

Every grower and shipper should have this FREE book which shows how Ethylene



- 1. INCREASES PROFITS
- 2. REDUCES LOSS
- 3. SAVES TIME
- 4. SAVES MONEY
- 5. IS NEITHER INJURIOUS NOR DANGEROUS
- 6. IS EASY TO USE

Buy from the largest supplier of Ethylene to the citrus industry

CARBIDE AND CARBON CHEMICALS CORPORATION

30 East 42nd St., New York City

1310 Santee St., Los Angeles, Calif.

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Warehouses in Los Angeles, Tampa, Jacksonville, and other principal cities

Units of Union Carbide  and Carbon Corporation

THE CITRUS INDUSTRY

we are experiencing at present we should be proud of our accomplishments and try to realize the magnitude of our accumulative savings to those we have been privileged to serve, in comparison with the cost of service."

CITRUS APHIS KILLED NOW WILL PREVENT MILLIONS THIS SPRING

Gainesville, Fla.—For every citrus aphid killed this winter there will be millions less to damage the crop of fruit this spring, says J. R. Watson, entomologist with the Florida Experiment Station.

Aphids are scarce at present, but they thrive during mild winters when they can get plenty of food. Under such favorable conditions each aphid will produce about six young a day and they can begin to breed at six days old. Thus, one aphid now is capable of having 186 million offspring by the middle of February.

Mr. Watson says we should take a lesson from nature in aphid control. Nature's method is to starve them during the winter, and by the time they become abundant in the spring the fruit is less likely to be damaged.

In many ways conditions are be-

Twenty-five

coming favorable for a heavy infestation this winter. Warm weather, aside from being enjoyed by the aphid, forces tender growth on the citrus tree to furnish them food. Weather conditions in January usually determine to a large extent whether or not we will have a heavy infestation. If the weather is warm, there is moisture enough for growth, and few dashing rains, aphids will likely be plentiful.

From now on citrus trees should be watched and every aphid on them destroyed. Simply pinch off the infested parts of branches which are readily noticeable by their curled leaves. Ants are fond of the honey-dew given off by aphids and are often an indication that aphids are present. If aphids become too abundant for the pinching process go through the grove with a bucket of some insecticide like nicotine solution or a pyrethrum compound and dip every infested branch into it.

The aphids which do the most damage in a grove were likely born there since they do not fly very much after the middle of March.

Most of the aphids that infest citrus were raised during the winter on citrus; however bridal wreath near the grove is a source of danger.

You Cannot Afford to "SKIMP" —in fertilizing your groves.

CITRUS TREES MUST BE FED!

MANY growers, as a measure of economy, used only nitrogen on their groves last summer. These trees need phosphoric acid and potash as well as nitrogen, and should receive a liberal application of Ammo-Phos High-Analysis Fertilizer this spring.

As a matter of fact, even if you gave your trees an application of complete fertilizer last summer, they will need additional plant food this spring, since citrus trees require large amounts of plant food annually to produce high yields of high-quality early-maturing fruit.

HUNDREDS of GROWERS THROUGHOUT FLORIDA
USE AMMO-PHOS HIGH-ANALYSIS FERTILIZERS.

—RESULTS SPEAK FOR THEMSELVES!

Won't you call on us personally at one of our stores or write Mr. J. B. Berry, Winter Haven, Florida, outlining your particular production program. We are sure we can help you analyze and solve your fertilizer problems.

THE KILGORE SEED CO., Plant City, Florida

Kilgore Stores located at Plant City, Belle Glade, Gainesville, Homestead, Leesburg, Miami, Pahokee, Palmetto, Pompano, Sanford, Vero Beach, Wauchula

AMMO-PHOS High-Analysis Fertilizers
Contain More Than 30% Plant Food



**WORK OF GROWERS
AND SHIPPERS LEAGUE**

(Continued from page 23)

that otherwise would have been lost.

I do not mean to convey the impression that we do not need the rail lines, because no existing means of transportation is fully capable of supplanting our railroads. We do need them, but, likewise they need our perishable traffic. I believe some of the Traffic Officials of our Florida lines have claimed the traffic of the Fruit & Vegetable Industry is the very life blood of their total traffic from the Peninsula of Florida. I, for one, believe that the volume of our traffic is such as continually to merit the closest possible study at all times by our Florida lines in cooperation with us in the maintenance of rates and charges for the transportation of our products that will not be more than the traffic will bear and will always reflect a "live and let live" policy rather than unduly to penalize the goose that lays the golden egg.

I am inclined to agree with General Atterbury, President of the Pennsylvania Railroad, who is quoted in the New York Times of December 18th as saying—"For the good of the country and for the good of the railroads themselves, ways and means must be found for a reduction in the present charges for carrying passengers as well as hauling freight."

I think that increased revenue to the carriers will not come unless there is material increase in shipments of all kinds, including fruits and vegetables and that there will not be an increase in the volume of shipments, generally, when the freight rates continue on such a high level. It has certainly been demonstrated in Florida, as well as in California and elsewhere since the buying power of the public is so diminished, that consumers are unable or unwilling to pay prices which after including such high transportation costs, will leave any profit to the producer. This has caused growers and shippers in Florida, California and elsewhere to seek cheaper means of transporting their products to market.

It is, therefore, in my opinion, absolutely necessary for the Florida growers and shippers, as a whole, to support and maintain such an organization as the League, through which they can collectively present to the railroads, and if necessary to the Interstate Commerce Commission, their transportation problems and continue their efforts to obtain more equitable rates on their per-

THE CITRUS INDUSTRY

ishable products, rates which the traffic can reasonably bear.

The oyster is equaled only by liver in the amounts of iron and copper it furnishes to the diet. An ordinary serving of oysters will furnish about 41 percent of the dietary standards for iron.

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Advertisements

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

MISCELLANEOUS

DUSTER — Niagara, Air-Cooled engine Steel truck-mounted. Nearly new. Half price. Samuel Kidder, Monticello, Fla.

SEEDS — ROUGH LEMON, SOUR ORANGE, CLEOPATRA. Pure, fresh, good germination. Also seedlings lineout size. De Soto Nurseries, DeSoto City, Fla.

HIGH BLOOD PRESSURE easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mohawk, Fla.

RAISE PIGEONS — Profit and pleasure. Illustrated descriptive catalogue postage six cents. Verna Farms, Box 314a, Clayton, Missouri.

CROTALARIA SPECTABILIS — Seed for sale. New crop, well cured, bright and clean. Price 25c per pound in 100 pound lots and over, 30c per pound in less quantities, f. o. b. Hastings, Bunnell, Lowell and San Antonio, Florida. F. M. LEONARD & COMPANY, Hastings, Florida.

SCENIC HIGHWAY NURSERIES has a large stock of early and late grapefruit and oranges. One, two and three year buds. This nursery has been operated since 1883 by G. H. Gibbons, Waverly, Fla.

FANCY ABAKKA pineapple plants. R. A. Seeger, Ankona, Florida.

January, 1933

ORANGE PACKERS ATTENTION — Two chemical transparent flexible orange coating processes for sale; royalty or license basis. Patent pending. Dr. C. V. Berry, 251 West 111th Street, New York City.

PUREBRED PULETS FOR SALE — White Leghorns and Anconas ready to ship. Barred Rocks and R. I. Reds shortly. Several hundred yearling White Leghorn hens now laying 70%. Write or wire for prices. C. A. Norman, Dr. 1440, Knoxville, Tenn.

LAREDO SOY BEANS, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

CABBAGE, Onion and Collard plants. All varieties now ready. Postpaid 50¢ for \$1.00; 1000 \$1.50. Expressed \$1.00 per 1,000; 5,000 and over 75¢ per 1,000. Satisfaction guaranteed. P. D. Fulwood, Tifton, Ga.

NEW COMMERCIAL lemon for Florida, the Perrine; proven. All residents need yard trees, keeping Florida money at home. Booking orders for budded stock for winter delivery. DeSoto Nurseries, DeSoto City, Fla.

WANTED — To hear from owner of land for sale. O. Hawley, Baldwin, Wis.

SATSUMA BUDWOOD from Bearing Trees. Hills Fruit Farm, Panama City, Fla.

BUDDED trees new Florida commercial lemon, proven, thin skinned, juicy, scab immune. Also rough lemon, sour orange and Cleopatra seed and liningout seedlings. DeSoto Nurseries, DeSoto City, Fla.

SEED — Rough lemon, sour orange, cleopatra. New crop from type true parent trees. Also thrifty seedlings. DeSoto Nurseries, De Soto City, Florida.

WANTED — To hear from owner having good farm for sale. Cash price, particulars. John Black, Chippewa Falls, Wisconsin.

SEND no money. C. O. D. Cabbage, Onion and Collard plants. All varieties 50¢—60¢; 1,000—95¢; 5,000 and over 75¢ per 1,000. Standard Plant Co., Tifton, Ga.

C. O. D. Frostproof cabbage, onion and collard plants. All varieties 50¢—60¢; 1,000—95¢. Farmers Plant Co., Tifton, Ga.

**Shipping
Departments**

For Sale — One used "Marsh" Stencil Cutting Machine; cuts half-inch letters. Also have ink pot, brush and liberal supply of blank stencils. Machine guaranteed in best of condition and to operate in every way comparable with a new machine.

Price, complete with accessories as listed, f.o.b. Tampa, \$50.

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